

Jungle book 1967 vs Jungle Book 2016

PRODUCTION DISTRIBUTION (includes marketing and promotion)

EXHIBITION/CIRCULATION (= cinema, DVD, streaming, download)

Adapted from the book by Rudyard Kipling (written in 1894)

	JB67	JB16
produced by	Disney Studios Walt Disney Productions	Disney Studios Walt Disney Productions
director	Wolfgang Reitherman (virtually unknown) but Walt Disney had major say after poor performance of Sword in the Stone	Jon Favreau – known for blockbuster action movies eg Iron Man
budget	4m \$	177m \$
technical / SFX	voices recorded first (unconventional) mono not stereo cel animation multiplane (camera) produces 3D-like effect	MPC – a UK VFX co use of motion capture green screen & CGI 3D version, Dolby Vision & Dolby Vision 3D, IMAX (10%of screenings)
marketing	conventional – trailer & posters	darker/ action-based teaser trailers use of TV too promote use of FB, #, inst clever pre-release strategies to build hype; esp a male audience eg thro trailers on sports networks & Super Bowl see Evolving Media Book pp14-17
release details	Oct 1967, USA then Europe	April 2016 , saturation release, global- 70 countries
certificate	U	PG 'mild threat'
re-release	Film: 1984 & 1990 (1991: video release Disney Classics collection) DVD re-release in 1999; [live action version in 1994] [JB2 released in 2003] previously vaulted to help release sales 2 disc DVD release in 2007 as a platinum anniversary edition. Now Also available as digital download on Itunes and streaming such as Amazon video	DVD & streaming helps 'long tail' (= post release ongoing sales)

tone, mood	upbeat; focus on the songs	darker; more action-driven
box office sales & total sales	has made over 500m \$ global sales Cinema 280 m + DVD etc 300m	USA 364m\$ (US opening w'end 103m) China 150 m\$ UK 67m \$ earned more outside USA; highest grossing Hollywood film in India ex of globalisation has made over 1b \$
success	strong sales in Germany! (6.8m \$)	offset Disney losses on The BFG
spin-offs	soundtrack reached gold theme park rides	tie-ins, clothing, mugs merchandising, DVDs, (video) games, sales to streaming services; links with Kenzo & Air BnB aimed at wider audience
voicecast	comedian Phil Harris	Ben Kinglsey, Scarlett Johanssen, Bill Murray, Idris Elba
audience	family/children	global, universal
genre	conventional narrative	fantasy adventure, focus on action esp in trailer
distribution	WD Motion Pictures Distribution	helped by digital convergence and digital distribution (WD own their own distribution co called Buena Vista)
historic context	one of most successful Disney films ever made. Oscar nominated music tracks very much a studio production with WD himself involved King Louie sequences could be seen as racist	reflects a more multi-cultural. Hybrid genre approach. less ethno-centric

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- 1) Make up a 10 question quiz about JB 67
- 2) Make up a 10 question quiz for JB 2016
- 3) Now see how much you can remember. Try to reconstruct the grid